INTELLIGENT TRANSPORTATION INFRASTRUCTURE

The ITI...each successful alone, when integrated, a more powerful system.

ELECTRONIC PAYMENT SYSTEMS: TRAVELER CONVENIENCE, OPERATOR EFFICIENCY

In January 1996, the US. Department of Transportation announced *the "Operation TimeSaver" initiative, challenging local and State officials to plan and buy "smart': The initiative also introduced a National goal-to build an integrated Intelligent Transportation Infrastructure (ITI). The ITI consists of nine components and is represented by the icons shown above (from left to right): Electronic Payment, Traffic Signal Control, Freeway Management, Transit Management, Incident Management, Electronic Toll Collection, Railroad Grade Crossing, Emergency Response Management Services, and Traveler Information. While some cities and rural areas are using one or more of these components, most components cannot communicate with one another: The goal of Operation TimeSaver is to promote installation and integration of ITI components so that cities and rural areas within regions can exchange information, ultimately reducing operating costs, improving mobility, and more important& saving lives. This flier addresses Electronic Payment Systems.*

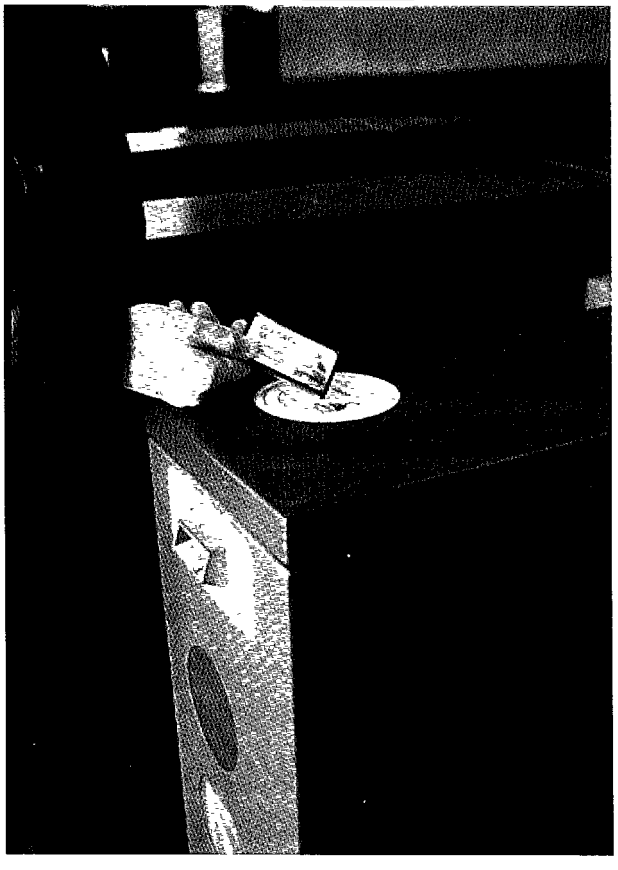
- A Range of Potential Benefits

Transit operators nationwide are recognizing the potential of Electronic Payment Systems to increase travelers' convenience and improve operating efficiency. Already installed in several cities around the country, Electronic Payment Systems are proving popular with travelers as they discover the convenience of new technology. Transit operators are equally enthusiastic as fare accountability, cash handling, and data collection are enhanced and streamlined.

Electronic Payment Systems can provide transit operators a range of capabilities, depending on local needs.

From small bus operators working independently, to cooperative efforts among multiple operators, to even larger regional authorities, Electronic Payment Systems are being are being developed across the country.

Electronic Payment Systems



Electronic Payment Systems simplify the adoption of a common fare card for multiple transit modes and provide the means for multiple operators to honor the same card. Electronic Payment Systems enable automated accounting of transfers and simplify ridership data collection, while greatly expanding data collection capacity. Additionally, stored value bank cards (not to be confused with credit or debit cards) offer the promise of transferring cash handling tasks from transit operators to banks.

- Single Card Convenience in Washington, D.C.

The Washington Metropolitan Area Transit Authority (WMATA) has successfully concluded a demonstration of a radio-frequency proximity fare card for Metrobus, Metrorail, and parking. Not only did the card provide passengers the convenience of a single fare card, but the technology permitted easier card handling, faster travel, and protection from lost cards. WMATA is planning to continue using the proximity card throughout Metrorail, while looking at the potential for a regional fare system.

- Electronic Cash Convenience in Atlanta

In Spring, 1996, VISA International, in partnership with several banks in the Atlanta metropolitan area, introduced VISA Cash, a type of stored value bank card. Unlike debit or credit cards, a stored value bank card stores electronic cash directly on the card itself, enabling fast, off-line transactions. Working with VISA, the Metropolitan Atlanta Rail Transit Authority put VISA Cash card readers in fare gates at all their rail stations. Today, travelers can use VISA Cash on transit and at participating retail establishments.

- Seamless Transit in Southern California

Continuing a successful demonstration of both contact and radio-frequency proximity fare cards, transit operators in Ventura County, Southern California, are using an electronic payment system to allow passengers to ride a variety of local transit bus services with one fare card. In addition to making travel easier for the public, the system provides automated collection of ridership data which can be sorted by route, time, or type of fare.

Want To Learn More About Electronic Payment Systems?

Contact the IT1 Peer-to-Peer Network at (301) 589-4826. This flier and additional IT1 information are available at: http://www.its.dot.gov

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